

**Abstract****An electronic display system and display apparatus**

5    The present invention is an electronic display system (100) that includes one or more  
electronic display apparatuses (110) wired or wirelessly connected to a network central  
processor (112). Each electronic display apparatus (110) further includes a receiver  
unit (114), a processor unit (116), a content database (118), driver circuitry (120), a  
10    printhead (122), and an electronic display (124). The electronic display (124) is  
typically a passive monochrome or full color display that is electrically writable and  
erasable and retains its image until erased and re-written by another transmission. In an  
alternative embodiment, electronic display (124) is a passive full-color display that is  
likewise electrically writable and erasable and retains its image until erased and re-  
written by another transmission.

15

+ Fig. 1